

**BOARD OF PARK COMMISSIONERS
REGULAR MEETING AGENDA
City Hall, 11th Floor
Park Conference Room
455 N. Main
June 18, 2012
3:00 p.m.**

Present: Bryan Frye, Cynthia Landers, Tom Roth, Cindy Claycomb

Absent: Randy Brown, Jerry Warren, Andy Solter

Also Present: Doug Kupper, Director of Park and Recreation, Christina Butler, Clerk, Elizabeth Harlenske, Assistant City Attorney, Karen Holmes, Recreation Superintendent, Kelly Isham

PUBLIC AGENDA

None.

REGULAR AGENDA

Item 1A: Approval of Minutes

Motion by Roth, second by Landers, IT WAS UNANIMOUSLY VOTED TO approve, sign and file minutes of the May 21, 2012, Board of Park Commissioners Regular Meeting.

Item 2A: Recreation Fee Philosophy and Policy (Karen Holmes)

Kupper reviewed the history of the Recreation fee policy since working with Wichita State University (WSU) during the restructure of the Recreation Division. He introduced Karen Holmes as the Recreation Superintendent and noted that she was familiar with the Pyramid model. He also noted that the fee policy would be taken to the City Council for approval if it was approved by the Board of Park Commissioners.

Karen Holmes noted that WSU had introduced the cost recovery model from Greenplay out of Colorado and that the City's Recreation Division had been using the model to see how the Division would cost recover their programs. She noted that the model was based on a distributed cost recovery basis: Adult classes would cost recover at a high level and adult group classes would recover at 100% which is similar to facility rentals; Youth programs with limited community benefit would average about 50% cost recovery; And youth programs for the at-risk children with a larger community benefit would have a lower cost recovery percent. She noted that she had asked the Recreation staff to use this model when creating new classes to ensure that pricing met cost recovery goals and needs. She distributed a template worksheet to the Board for reference showing what the Recreation staff was using to input classes and costs. She stated that this template already had formulas built into it and the staff would know how much they would need to charge based on cost recovery, need and minimums. She stated that staff used this as a guideline for the classes and also looked at other factors, such as competition when deciding whether a class would go forward.

Landers asked how it was working.

Holmes replied that it was working well with some exceptions. She stated that there were some classes she and her staff would like to offer, but could not do so because of cost recovery. For example, McAdams Recreation Center had offered free classes in the past and staff had tried to offer the class for a small fee, but class attendance was negatively affected due to the fee. She stated that she had met

with Senior Services and a variety of neighborhood groups in the McAdams area to assist with classes. She had worked with Senior Services to see if they would consider setting up a satellite center in the Recreation Center due to the high usage of the center by the senior demographic. She noted that they recognize the need to create new partnerships in the community.

Landers commended Holmes on being creative and thinking out of the box.

Holmes noted that the pyramid model should be used as a guide. She also noted that she and staff may need to create Memorandums of Understanding (MOU), agreements or partnerships in order to get classes to go forward.

Frye asked if facility rentals fit into the pyramid model.

Holmes responded that facility rentals were currently successful, but they would have to see if there was enough elasticity to increase pricing in the future. She noted that some groups had approached her for discounts and they have had some success with those requests by creating partnerships with the group. Holmes then discussed the methodology and concluded by stating she hoped the Board would support an MOU in some circumstances where the pyramid would apply.

Kupper noted that this may be needed in order to create partnerships.

Frye asked if there were comments from Board or from the public. There were none.

Motion by Frye, second by Claycomb, IT WAS UNANIMOUSLY VOTED TO APPROVE staff's recommendation to adopt the Recreation Fee Policy (4-0).

Landers added that the Activity Guide looked good.

Holmes noted that the Recreation Division had an increase of 18% in revenue and a decrease in expenditures.

Item 2B: Auggie Navarro Memorial at Sim Golf Course Request (Kelly Isham)

Kelly Isham introduced himself as a long-time resident of Wichita and was the Purchasing Manager at Via Christi clinic. He stated he was a good friend of the Navarro family and had wanted to do something for Mr. Navarro with the goal being to have something for him to hang out in, however Mr. Navarro passed before it could come to fruition. Isham stated that Mr. Navarro had started working at Sim Golf Course approximately 31 yrs ago. Isham then reviewed the pergola plans being proposed for Sim Golf Course and noted a monument or pedestal honoring Mr. Navarro would be placed in the corner of the pergola facing the clubhouse. He noted there would be landscaping and they would also like to use engraved memorial bricks. He reviewed the satellite aerial view of the proposed area and stated he had talked with Grant West, Maintenance Supervisor at Sim, regarding the plans and that there would be a slight disruption for construction at the course.

Frye asked what the area was presently.

Isham responded there was currently nothing but grass in the space. He noted that the memorial would be close to the clubhouse in proximity. He then reviewed the potential sponsors – Wichita Golf Association, Lafarge Construction, Shelley Electric, DPR construction, MKEC Design, Piping & Equipment, Sauerwein Construction Co, & UCI Construction.

Landers asked who would pay for the project.

Isham responded that there would be donors and they could sell benches for placement in the pergola to help fund the project. He noted they would need to generate approximately \$20-30,000 for the project and they would have that money donated. He noted he thought it would be advantageous to have electricity in the structure. He stated that the only City and/or the Park Board support that would be required would include electricity for lighting and outlets and water for soaker or low pressure heads for irrigation.

Kupper noted they would have to have dedicated irrigation for the project.

Landers asked if they had an estimated cost of the electricity and water requirement.

Isham responded that he did not have a quote for that yet. He then noted that LaFarge would be contributing the concrete.

Kupper noted that if the board elected to approve proceeding with the project, the cost would be minimal for the water and electricity to transfer to the project.

Isham stated that Marty Miller from Botanica had expressed interest in providing landscaping for the project.

Frye asked if they would ask that the pergola be named the Auggie Navarro Memorial Pergola.

Isham responded that the memorial stone would be there and this was being requested in his honor.

Frye asked if other benches had advertising.

Isham stated this would not be sold as advertising, rather as support of the memorial.

Frye wanted clarification due to the Golf Division status.

Claycomb asked if it would be done as a Memorandum of Understanding (MOU).

Kupper said it would have to be worked out with the memorial group if the Park Board approved going forward with the project. He stated they would have to be clear about who would be responsible for maintenance of the benches, memorial, etc.

Frye asked if they were at the point of approving donations for the project or directing staff to continue working with the memorial group.

Kupper stated he did not want to halt the memorial group's endeavor and would recommend approving the donation. He felt this project was doable.

Frye asked about the timeline.

Isham stated if given approval to move forward, they would proceed with Sauerwein Construction and had estimated three (3) weeks for construction. He noted that initially they had a minor urgency to get this project completed prior to Mr. Navarro's passing, however he passed two (2) weeks prior to this meeting. He stated he had not wanted to ask for a lot of donations while Mr. Navarro was alive and had only visited with a few companies, however since Mr. Navarro's passing there was a lot of interest in memorial bricks for the project. He noted he envisioned this turning into something bigger, possibly a local benefit golf tournament.

Landers asked if there would be a lot of expense in maintenance costs.

Isham noted he did not think it would be a significant amount of maintenance.

Kupper stated it was best that the memorial did not have a solid roof.

Frye stated he felt it was a fine idea and would bring an asset to benefit the golfers, the community and possibly even Botanica. He asked Harlenske if there were any concerns regarding naming issues.

Harlenske noted the name of the park would not be changed since it was just a memorial so she did not think there should be a problem.

Claycomb asked if the materials to be used would be a wooden structure with a concrete path, landscaping, and mulch.

Isham noted it would be a pressed, stained concrete to look like stone.

Frye asked if there was any public comment. There being none, he brought it back to the Board.

Motion by Claycomb, second by Frye, IT WAS UNANIMOUSLY VOTED TO accept the Auggie Navarro Memorial Donation at Sim Park and Golf Course and direct staff to work out the details (4-0).

Kupper noted that Harrison, Ned Goyne or Grant West would work out details with Isham.

Item 3A: Golf Update

Frye stated that the Golf Advisory Committee had met two (2) times since the last Board of Park Commissioners' meeting. He stated that the first meeting was more of a "meet and greet" and the second meeting was more about what the Request for Proposal (RFP) should look like. He noted that Chase Fosse was working on the notes from the meeting and was creating a shell for the RFP. He noted that the Committee agreed that affordability, playability (for all skill levels), customer service & sustainability were the key elements of a successful municipal golf program. He then asked Christina Butler to send the minutes to the Board of Park Commissioners for reference so they could be familiar with discussion in the Committee meetings.

Kupper noted that Chase Fosse was the appointed City Manager representative on the Committee. He also noted that the Committee considered its primary task to be looking into privatizing the golf courses and had cautioned Fosse and Frye to focus on this.

Landers asked why they were thinking that way and how they were being re-directed.

Claycomb asked how they could think this was their goal.

Kupper stated that if they did put out an RFP he would like to have a chance to respond to it.

Landers asked who was on the Golf Advisory Committee.

Frye named Leon Lungwitz, Blaine Knott, Greg Farris, Richard Schodorf, Dr. Michael Williams, Trina Bauer and Ron Marnell.

Kupper stated that some members of the committee felt that privatization was the answer for the Golf Division. He noted that based on some of the ideas already formulated, it appeared the committee was focusing on early return-on-investment rather than looking at sustainability.

Frye noted that the biggest challenge was to have a third party come in and manage the existing courses without extra capital and with the debt.

Kupper suggested that Fosse and staff should create a draft RFP that would include everything from A to Z and let the committee remove areas that they want to upon reviewing the RFP, possibly only outsourcing ground maintenance, the pro shop, marketing, etc.

Frye asked if the RFP recommendation from the Golf Advisory Committee would go to the Park Board first and then go to the City Council.

Kupper stated the Committee would create the RFP then it would go to the Park Board, then to City Council for approval.

Claycomb asked what Fosse's position was in the City Manager's office.

Kupper responded that he was an Assistant to the City Manager / Project Coordinator. He then went on to discuss the Golf numbers through May: rounds had increased 20%, revenue had increased 26%, expenditures were down 4.1% and there was a net income of \$435,000. He noted it could be due to marketing strategy and partly attributed to Stacey Hamm, Marketing Director. He noted that they were currently hitting radio advertising, but would go back to television advertising shortly. He stated they were offering family discounts, twilight discounts and coupons through email blasts as well.

Frye asked about the status of the Clapp Golf Course Clubhouse roof.

Kupper said they were waiting for the last estimate, but felt they would probably not use a temporary building while they worked on the roof.

Harlenske asked if there was any hail damage at any of the courses.

Kupper noted that they did not have a lot of damage, but that Sim had damage to the greens and was closed one day due to this.

Harlenske stated that the golf commercials were really nice.

Landers thanked Frye for taking over the Golf Advisory Committee.

Item 4A: Updates

Frye noted that he had not received any updates from Randy Brown.

Frye shared a thank you note from the Orchard Recreation Center for the Christmas tree donation in December.

Frye noted they were invited to sit in on the KETCH - Osage RFP review.

Kupper added that his staff had worked with the Southwest Neighborhood Association and KETCH would meet with Frye on July 5, 2012, to see what could be done to facilitate the RFP process. He noted that Public Works may work out the things that need to be repaired at Osage to make it workable for their group.

Frye discussed the Visionary Project and the survey they were doing regarding the top priorities for the City. He noted that three (3) of the top eight (8) items were park and recreation related items: bike paths' connectivity, the river being more of a recreational facility and downtown events being more

recreational. He noted that these priorities also worked with the PROS plan. He asked staff to give an update on the PROS Plan for the next meeting.

Kupper stated that the Trinity area in Dallas had just approved to spend \$2.2billion to improve river access.

Claycomb stated that it was nice to see people accessing the river at Riverfest.

Kupper stated that Meridian Dog Park was ready to open and only needed to post the rules. He stated they would do a soft opening within the next couple of weeks. He asked Claycomb to work with the Vice-Mayor and pick a date for the ribbon-cutting in July, August, or September. He had a soft opening at Chapin Park as well and would like to do that again.

Kupper stated he had initiated CIP dollars for Buffalo Park. He also noted that they had 11 respondents to the RFP for design and that the Staff Screening Selection process would narrow down to the top three (3) companies. He stated that in July they would decide which company will get awarded the program to take to City Council. He stated he hoped to have the fountain ready to use for the 2013 spring/summer season.

Frye asked if the pond was naturally created.

Kupper noted that it was not naturally created. He stated it was currently drained and he would like to have the fishing pond back.

Frye asked if the State wanted to help with making that happen.

Claycomb asked if it was still empty and if so, why.

Kupper stated it was empty because of leaks and they were violating water rights by trying to keep it filled due to those leaks.

Claycomb stated she was on the Master Plan Committee for the bicycle and it was going well. The Committee had decided to move forward with the priorities and the community would pick one of the paths out of the PROS plan as the highest priority. She stated she would bring the Master Plan Committee's priority list back to the Park Board to see if they wanted to change the priority accordingly.

Claycomb also noted that she was invited to Evergreen Recreation Center's Summer Activity Camp to speak to the children about her job and she had a blast doing it. She recommended that if anyone else was approached to do this they should do it because it was a rewarding experience for her and it only took about ten (10) minutes.

Kupper stated that the Summer of Discovery (SOD) and Summer Activity Camps (SAC) were supposed to have educational opportunities incorporated into the curriculum. He noted that the school children could get leadership skills and career ideas from the speakers.

Landers asked who approved the closing of the streets around the parks for special events and runs.

Kupper responded there was a group that included police and park staff members that reviewed the street closing requests and made recommendations to City Council. City Council would then approve or deny requests based on the recommendation of the group.

Landers stated that Riverside Park was completely closed off during Riverfest so there was no access to the park.

Kupper stated that this happens every year during Riverfest at Riverside Park, the Ralph Wulz Tennis Center, Botanica, and Sim Golf Course. He noted that Jeff Clark, manager of the Tennis Center, may not have reminded his regular customers about the run and that they would need to change their route. Kupper asked Landers to share any suggestions she might have with Jeff Clark prior to the Riverfest.

Harlenske noted that there may be changes to the public notification on the City Council open agenda rather than the consent agenda.

Kupper noted an update request from Claycomb regarding the non-smoking signage the athletic fields. He noted that the signs were not up yet. Kupper asked Holmes to ensure the officials enforce this and he had asked Mickey Lara to let him know how many signs would need to be changed or updated.

Harlenske noted that a question had come up about bow-fishing. She stated that it is legal even though there is no hunting in the city limits.

Kupper noted that Holmes had offered \$28,000 of her Recreation CIP dollars to get the practice wall at the Riverside Tennis Center.

Kupper noted that the City budget was not going to be pretty and he would update the Board at the July meeting. He noted that Stacey Hamm was faced with generating \$500,000 through donations and the funds would replace and supplant the operating budget. Kupper stated that there was not a lot of extra money to give up. He stated that current numbers showed the Park and Recreation Department had replaced \$170,000 this year, but stated getting to \$500,000 would be tough. He also noted that whatever was not generated of the \$500,000 would have to come out of the budget. He noted that they had already logged 1,000 hours of volunteer hours and hoped this would count toward the budget. He noted that volunteer hours included Boy Scouts, church groups and young professionals and those hours would supplant the budget.

Frye noted that the next meeting would be on July 16, 2012.

Item 6A: Adjourn

There being no further business, the meeting was adjourned at approximately 4:40pm.

Bryan Frye, President

Christina Butler, Clerk